

M O N T H L Y

Actionable

Intelligence

for Net

Marketers

**FEBRUARY**

**VERSION 1.7**

## WEB AD MANAGEMENT

### Learning to hit the target

The Web potentially offers direct marketing's precision targeting with the reach of advertising. Advertisers using the Web should be able to reach individuals with the right geographical location, the correct demographics and the appropriate interests and activities. Advertisers should also be able to reach these individuals when they are most likely to be receptive to their messages and in a position to act on them. The Web, like no other advertising medium, affords them the opportunity to do this. For many advertisers the Webbie at the end of a PC represents a far more attractive target than the couch potato.

A paucity of information, unfamiliar sales organizations and a bewildering choice of Web sites with added up to a confusing picture for the early Web ad buyer. However, huge strides are now being made in the business of matching advertisers with their best prospects, spurred on by two potential pots of gold that await the successful; one for publishers who succeed in attracting advertisers, one for those able to match the right advertiser with the right publisher.

#### THE PUBLISHERS

As they compete to attract advertising revenues, publishers are evolving more sophisticated techniques to enable them to offer advertisers what they want. The methods that Web publishers use to provide advertisers with a targeted audience depend on whether their site attracts visitors because of its use as a Web navigation tool (e.g. the

Web directories and search engines) or because of its content.

#### FUNCTION-DRIVEN SITES

Webbies come to these sites because they are in search of something. And while the traffic to the site as a whole is quite likely to be a cross-section of total Web traffic, each user has a very specific reason for visiting the site. By identifying what the visitor is looking for and making advertising available in the appropriate context, the site's publishers can provide advertisers with an audience that is likely to have an interest in a specific product category.

Most search engines are currently doing this in two ways: (1) by selling banners on searchable categories and sub-categories within their sites, and (2) by selling "key word" sponsorships. Advertisers can purchase the sponsorship rights to specific words which, when entered as part of a search, will trigger an appearance the advertiser's banner. For example, Sprint sponsors the "Communications: Telecommunications" subcategories on **Yahoo!** (<http://www.yahoo.com>) A search in January found that it had also paid for the key word "telephone", and when this word is entered into a search a Sprint banner will appear with the search results. This also happens with searches for "AT&T" and "MCI" which just happen to be two other "key words" which Sprint has sponsored.

#### CONTENT-DRIVEN SITES

Content will tend to refine the audi-

ence of a site. The more specific a site's content, the more targeted its audience. This can make it easier for an advertiser to determine whether it the site is suitable for its ads.

An attraction for many advertisers is the ability of some content-driven sites to integrate advertising messages within the site in a sensitive manner. Sites are also increasingly able to adapt themselves to suit the needs of their users and advertisers. While several online newspapers and other information-rich sites allow their readers to create personalized versions, **PC**

**World Online** (<http://www.pcworld.com>) goes a step further. When the site was recently revamped it incorporated a custom-built, advanced database system, based on **W3.COM's** (<http://w3.com>) Personal Website System (PWS), that builds each page "on the fly" depending on user preferences, demographics, browser and other features. Following their initial visit to the site, PC World Online is now able to provide each individual visitor with editorial and advertising carefully selected to meet their particular needs.

#### NEW TECHNOLOGY HELPS PUBLISHERS

Many sites face logistical obstacles in trying to maximize their ad sales. An unchanging banner fixed to a particular page for a lengthy period of time is frequently not an option. Ads need to be rotated, giving advertisers the right number of pageviews from the right kinds of users, and, as in any commer-

GOTO 6

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# WEB SURFING

## New products enhance utility

A spin-off of the excitement that surrounds the Internet is the fact that online services, the Web included, can find themselves trapped in a cycle of ever increasing user expectations. The quality of the Web surfing experience needs to move forward at a rapid rate just to keep pace with the hype. For many users the benefits of Web access continue to be undermined by irritations such as slow downloading and problems locating and organizing online content. For usership to continue to grow, and for advertisers and publishers to continue to benefit from that growth, several key issues need to be addressed.

A Webbie wish-list of aspects of the surfing experience which could be improved would include the following:

- **BETTER BOOKMARKING**—making it easier to keep track of favorite links;
- **UP-DATE NOTIFICATION**—being informed when site content changes;
- **NEW CONTENT**—finding out about interesting new sites; and
- **DOWNLOADING**—making it quicker.

In the fine Web tradition where the solution is usually in the works before most people are aware of the problem, products are being created which will deal with all of these problems and enable Webbies to make better use of their time online.

### FREELoader: MODIFIED BROWSING

Start-up company **Freeloader, Inc.** (<http://www.freeloader.com>) describes its new service as the first to deliver the Web offline. "Web pages will be automatically updated to the user's hard disk during off-peak hours," says Mark Pincus, the former venture capitalist who is the new company's president and COO. "We're offering a simple way for people to automatically receive Web pages, movie clips, games, and free software, and making it available in the same sharp multimedia form as a CD-ROM, and at the same speed." Big claims indeed that underscore Free-

Loader's promise to revolutionize the consumer, business and advertiser Internet experience. The service works as follows:

**Getting started:** The product will be available for downloading in two versions; an advertising-supported version that is free to users; and an advertising-free version that will cost about \$40. The only information a user is required to give is gender, occupation and zip code.

**Simplified Web navigation and organization:** During set-up users are offered a categorized list of Web publications and invited to "subscribe", which in FreeLoader-speak is a sophisticated form of bookmarking. For example, a user might choose to subscribe to cnet, which can be found in the "Net" category.

After the set-up is complete, a FreeLoader icon appears on the user's screen; double-clicking on the icon will launch a FreeLoader-customized version of the Netscape browser. Each user can configure their own "welcome" page, which displays their personal categories, within which are stored the publications they have subscribed to, as well as "FreeLoader Picks" which include editorial suggestions from FreeLoader, and advertising messages which match the user's interests.

When browsing the Web using FreeLoader each page of the user's screen contains a FreeLoader "tool bar" at the bottom.

**Customized retrieval:** FreeLoader will download the content of the sites to which a user has subscribed. Users can choose how regularly they want to download; to what depth within the sites they wish the downloading to go; and at what time of day they wish the downloading to take place. By connecting at off-peak hours in order to download content, many users will be able to reduce their online costs.

A user who subscribes to an online daily newspaper will switch on his PC

# GETTING MADE EASIER

each morning to find the publication's contents already downloaded (to the depth he has requested) saving him the time it would normally have taken him to download page by page.

#### **Automatic software downloading:**

In the age of the plug-in, FreeLoader can establish whether the user has the software necessary to view, or hear, the content which has been downloaded, and, if not, it has the ability to download the necessary software on to the user's PC.

**Internet screensaver viewing and access:** For the first time, FreeLoader lets users access the Web through an interactive screen saver that provides dynamically updated floating objects which are hyperlinked to Web content. The objects can include messages from publishers or advertisers in the user's chosen areas of interest.

**FreeLoader needs space:** FreeLoader requires room on the user's hard disk in order to function. There is a 10 megabyte default setting when the software is installed. The more Web sites a FreeLoader user subscribes to, the more space it requires.

#### **FREELoader's Impact**

Web sites can become distribution partners by promoting the software on their home pages and FreeLoader promises to benefit Web publishers and advertisers in the following ways:

#### **Web Publishers**

- A user might wish to make a daily visit to an online newspaper but be put off by the time it takes to download. With FreeLoader this will no longer be an inhibiting factor.
- Being featured on the FreeLoader interface should encourage users to return at regular intervals to view fresh content.
- Being able deliver high bandwidth multimedia content to a larger number of users should encourage publishers' creativity.
- Publishers can dynamically promote new content through the FreeLoader screen saver.

#### **OTHER TOOLS**

New products which promise to enhance Web surfing include:

##### **Quarterdeck WebCompass Personal Edition**

(<http://www.quarterdeck.com>)

Promises to help Web users find what they're looking for. The software searches the Internet using multiple search engines like WebCrawler and Lycos. Searching multiple resources ensures that what is missing from one resource will be found on another and WebCompass can generate a description of any site it finds.

##### **ForeFront Group's**

##### **WebWhacker**

(<http://www.ffg.com>)

A tool designed to reduce the user's dependence on an Internet connection. WebWhacker downloads single Web pages, groups of pages, or entire Web sites, including text (HTML) and images, and stores them on the local desktop. The downloaded pages and images are re-linked locally for later browsing without an Internet connection.

##### **Starfish Software's Internet Dashboard**

(<http://www.starfishsoftware.com>)

Allows Internet users to organize and synchronize frequently-visited Web sites (including Bookmarks in Netscape and Favorites in the Microsoft Internet Explorer) and receive notification when sites have been modified.

##### **First Floor Software's**

##### **Smart Bookmarks**

(<http://www.firstfloor.com>)

Offers users the ability to monitor their favorite content areas for new and changed content while its **Smart Catalogs** allow users to monitor proactively user-selected online information, reporting back specific updates and changes as they occur.

##### **Pointcast, Inc.**

(<http://www.pointcast.com>)

Pointcast has developed new software that allows users connected to the Web to receive personalized news (and ads) that can be displayed automatically in the screen saver software of a personal computer. ■

#### **FUTURE FACE OF BROWSING**

Version 1.0 should be available in three months and will be targeted especially at newbies. FreeLoader's added value could make it many users' principal Web interface. ■

#### **DO YOU SELL ONLINE?**

If you do, or if you have strong views on the prospects for online commerce, InterAd would like to hear from you. Email your experiences and views to us before April 1, 1996 to [interad@webtrack.com](mailto:interad@webtrack.com) with the re: line "commerce".

# NEWS DIGEST

## ■ MARKETING INTELLIGENCE FROM THE WEB

A new site which will be online from April will offer free online time in exchange for information on users' brand preferences. **FreeRide** (<http://www.freeride.com>) is a joint venture between Reach LP, ad agency Mezzina/Brown and Mezzina/Brown Interactive. Users are asked to send in proofs of purchase of particular goods and are rewarded with free online time. Nabisco has expressed interest in using the service and negotiations are being held with nine Internet access providers. The site is currently in trial mode but already over 20,000 users have signed up and are logging 1 million hits a week.

## ■ DECISIVE TECHNOLOGY CORPORATION

(<http://www.decisive.com>) has announced an enhanced version of Decisive Survey - Internet survey software that adds new features to support companies marketing through a Web site. Decisive Survey 1.1 is designed to make it easy to email surveys and questionnaires to Web site visitors about their product interests and purchase plans. Web marketers can use this information to determine what additional marketing efforts to employ. The software comes in different versions for surveying groups of different sizes; Decisive Survey/100, for surveys of up to 100 respondents, costs \$495, while Decisive Survey/1000 costs \$995. These versions include support for 60 days. Decisive Survey/10,000 costs \$2,495 per year and includes full support for the duration of the license.

## ■ WEB TRAFFIC ANALYSIS MADE SIMPLER

**e.g. Software, Inc.** has started shipping WebTrends 1.0, a product which it claims to offer an efficient way to obtain detailed analysis of Web server traffic, offering access not only to the number of potential buyers who visit a Web site but also their demographics. e.g. Software says the software can translate data gathered on the Web into accurate and potentially profitable marketing information. The single-user version of WebTrends is available for a short time at a special price \$149, and a trial version can be sampled at <http://www.webtrends.com>.

## ■ MORE NEWS FOR SPORTS FANS

**FreeMark Communications, Inc.** (<http://www.freemark.com>) has entered into a contractual agreement with SportsTicker (the instant sports news and information service provided by ESPN and Dow Jones) under which it will deliver SportsTicker's sports stories, statistics and game results for free to members of its FreeMark Mail email service. The program will be during the coming months as FreeMark rolls out of its advertising-supported free email service and will be the first of a series of packaged content offerings that it will provide free to its members. Other content types under consideration include daily horoscopes, local weather and syndicated movie reviews.

Sports fans can also enjoy free access to real-time sports scores within **Yahoo!** (<http://www.yahoo.com>). The SportsTicker service started on Super Bowl Sunday. A scoreboard featuring real-time scores for every major sport in North America is linked to Yahoo!'s "Headlines" page.

Still on the subject of sports, interesting evidence is emerging of sports fans' browsing habits. Anecdotal evidence suggests that there was a significant drop in the traffic at the **ESPN SportsZone** (<http://espn.sportszone.com>) site over the Christmas holidays, possibly indicating the extent to which the site's visitors (nearly all of whom are male; with nearly half aged 18 to 24 years), access it either from places of study or "work".

## ■ YAHOO! CLICK-THROUGH

Research by **Zenith Media** (<http://www.zenithmedia.com>) has found that advertisers on **Yahoo!** experience a click-through rate of 2 to 5%. Their research also showed that changing banners at regular intervals increased the click-through rate.

## ■ EMAIL NEWSPAGE

**Individual, Inc.** (<http://www.individual.com>) has announced the availability of an email enhancement to its **NewsPage** service (<http://www.newspage.com>). Users can create unique news profiles and receive a tailored issue of

NewsPage Direct every weekday morning. Each issue includes headlines and news briefs for up to 20 relevant stories, with URLs pointing to further information as well as advertisers' sites on the Web. The service costs \$6.95 per month.

## ■ MORE WEB SOAP

The new site from **Wall Data Incorporated** for its custom applications software product line, uses a soap opera to market its products. **Club SALSA** (<http://www.salsa.walldata.com>) features "The Drama" - a story which unfolds in 24 episodes over the course of a year. The aim of the online soap, which features artwork by Dave McKean who has designed covers for the Rolling Stones, is to keep customers coming back to the site on a regular basis.

**Techno 3** (<http://www.bluepearl.com>) is a new Web soap that recounts its characters' exploits with text, sound and pictures. Viewers can watch the soap opera unfold by connecting to the site and clicking on words and pictures to retrieve episodes in video snippets.

## ■ THE TASTE OF CYBERBEER

On February 2nd the brewers of **Pyramid Ales** (<http://www.HartBrew.com>) hosted what they claimed as the world's first "online beer tasting." It was held in the Web sites chat area, as Pyramid's brewers logged on and lead beer enthusiasts in a tutored "cyber-space sampling" of Pyramid Porter, Pyramid Pale Ale, Pyramid Hefeweizen, Pyramid Espresso Stout and Pyramid Apricot Ale. The brewers answered questions, shared brewing information and discussed the history of the different brews.

## ■ INTERNET LOTTERY

**InterLotto** (<http://www.interlotto.li>) is the first state-sanctioned lottery system run exclusively via the Internet and is operated by a charitable organization chartered by the Government of Liechtenstein. Players must be age 18 or older to participate and entries are payable by credit card. A portion of each prize pool is donated to charitable causes, which players select through the Charity Voting System on the InterLotto Web site.

## REGIONAL SEARCH TOOL

**The Los Angeles Times and Architext Software, Inc.** recently announced an exclusive partnership to develop a new regional Internet guide using **Excite** (<http://www.excite.com>), Architext's Web search engine. They claim that the new guide, which will cover southern California, will be the first integration of a regional navigation service with one that is national and international in scope.

## G.O.D. IS EUROPEAN

**Firecrest Group**, a small British media and advertising firm, has launched **G.O.D.** - the Global Online Directory - which is heralded as the first Europe-based Internet directory. The service lets users tap in a word, or combination of words, that it will then use to search through some 100,000 commercial, information and leisure services available on the Internet.

## INTELLIGENT BROWSERS

**Agents, Inc.** has developed intelligent software that helps users find and purchase entertainment products and has announced the creation of strategic partnerships to deliver truly interactive entertainment recommendation services to the Web. Users of its Web-based **Firefly** ([www.ffly.com](http://www.ffly.com)) music recommendation service can securely purchase CDs online through Newbury Comics, a music retailer in the Northeast.

## WAL-MART/MICROSOFT TO PARTNER ON THE WEB

In an alliance between the US's largest retailer and its largest software house, **Wal-Mart** recently announced that it had plans to open a storefront on the Web as early as this spring and that it had enlisted **Microsoft's** (<http://www.microsoft.com>) help in its creating an online presence. "If we are going to look at technology for online retailing, it would make sense for us to talk with the nation's No. 1 retailer," said Microsoft spokesman Jay Wampold.

Wal-Mart has not yet decided which products it will offer or how they will be delivered. But the company did say that prices and layout will be similar to those in stores. "It will be like shopping at a Wal-Mart. You will be able to

go to various departments," said Jay Allen, vice president of corporate affairs for Wal-Mart.

## ONLINE SALES OF MICROSOFT SOFTWARE

OLI's **atOnce Software** store (<http://www.portsoft.com/atonce>), which is also the only online store offering electronic software distribution on Microsoft Network, has been selected by Microsoft (<http://www.microsoft.com>) as part of an electronic distribution pilot program that enables customers to download Microsoft products directly to their desktops. About 25 Microsoft products are currently available for customers to buy at the site.

## E! ONLINE

**E!** Entertainment Television and **cnet: the computer network** (<http://www.cnet.com>) have joined forces to create a new company, **E! Online**, which will launch a large-scale, advertiser-supported online service devoted entirely to the world of entertainment. The privately-held company will be owned 50% by E! and 50% by cnet. The new online service, available free on the Web in the second quarter of 1996, will include areas on entertainment news, gossip, celebrities, and movies and television. The service will also offer interactive content that complements E!'s TV programming and allows viewers to interact with E!'s producers and hosts.

**cnet** is now offering audio guided tours of its site. Using RealAudio and "virtual frames" technology, the **cnet Tour**, the first of its kind to be offered on the Web, provides a step-by-step examination of 20 popular sections of **cnet Online**. The complete tour features approximately 10 minutes of audio presentation.

## KIDS.COM CELEBRATIONS

**KidsCom** (<http://www.kidscom.com>), one of the most popular Web sites for children ages 4 to 15, with over 15,000 registered users, recently celebrated its first birthday with a special Birthday Week, the highlight of which was the bringing together of two "Key Pals" from opposite sides of the world for their first face-to-face meeting. Let's hope there were no nasty surprises! ■

# WEBTRACKING

Watch this column for data and analysis from WebTrack's proprietary databases and surveys of the Web marketplace.

## WEBTRACK DATA

	1/31/96	12/31/95
Ad Space Locator Sites	320	217
Corporate Sites for Leading Advertisers*	442/11%	390/10%

\* All U.S. companies and brands spending greater than \$0.5 million a year on traditional advertising, a universe of 4,000 companies.

## INDUSTRIES ON THE WEB

January's big story has been the rapid increase in the number of sites for an industry category which is already among the best represented on the Web. The Web representation of companies in the Computers & Office Equipment category leapt from 50% to 63% and the sector overhauled Telecommunications to become the best represented on the Web. The Web is a natural route for computer companies, both hardware and software, to reach their customers; and while not all computer users are online, all online users are potential purchasers of computer products. The numbers of online users who can now be reached are sufficient to attract a rapidly increasing number of vendors. The Publishing & Media category also accounted for a significant number of new sites during January, while the other top categories saw modest gains.

The industry categories with low representation on the Web saw little change during January. More Sporting Goods, Toys & Games companies went online, perhaps attracted by a cyberspace demographic which is still skewed towards younger males. The Toiletries & Cosmetics category has been particularly notable in its lack of interest in the Web, possibly indicating that it is the image of the product rather than the communication of hard scientific information which is the key to marketing in this sector. It is also likely that the male-ness of Webbies is off-putting to companies in a female dominated market.

RANK INDUSTRY CATEGORY	% WITH SITES	1/31	12/31
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### MOST WEB-ORIENTED

1	Computers & Office Equipment	63%	50%
2	Telecommunications	52	52
3	Electronic Entertainment Equip.	49	48
4	Publishing & Media	42	37
5	Auto & Auto Accessories	30	28
6	Financial Services	27	27

### LEAST WEB-ORIENTED

1	Toiletries & Cosmetics	4%	4%
2	Apparel & Footwear	8	7
3	Drugs & Remedies	9	8
4	Retailing	9	8
5	Food & Food Products	10	9
6	Sporting Goods, Toys & Games	11	8

Source: WebTrack Databases. For weekly updates, visit <http://www.webtrack.com>

cial medium, unsold space must be kept to a minimum. New software technology tools have been created to assist in the increasingly complex business of online advertising management.

**NetGravity** (<http://www.netgravity.com>), a newly founded San Mateo, CA based company, recently announced the release of the **NetGravity AdServer**, which it describes as the "first complete advertising management system for Web sites." Using powerful database technology, the AdServer promises to enable ad scheduling and placement optimization, and full reporting capabilities for managing Web site advertising. **Yahoo!** (<http://www.yahoo.com>), one of the Web's largest (200,000+ pages) and most trafficked sites, has signed up as the first to use NetGravity's ad management software. And according to Yahoo! director of sales, Anil Singh, the "NetGravity AdServer has already enabled Yahoo! to increase available ad space from 200 spots to over 12,000." The software has also been licensed by Time Warner's **Pathfinder** site (<http://www.pathfinder.com>), one of the most content-rich sites on the Web.

The AdServer provides essential information

#### ADSERVER'S FEATURES

##### ■ IMPRESSION-BASED SCHEDULING

The software allows Web publishers to deliver guaranteed numbers of impressions to their advertisers and increase sales by selling unused impressions to additional advertisers;

##### ■ KEYWORD-BASED AD TARGETING

The software enables Web publishers to sell targeted ad displays by delivering ads in the context of a search or news feed;

##### ■ CATEGORIZED AD GROUPS

The software assists publishers in simplifying and organizing the process of selling ad blocks to advertisers by grouping ad space in a Web site according to various criteria; and

##### ■ KEY REPORTS

Can be locally accessed by Web administrators and remotely accessed by advertisers.

for the effective management of a Web site and is a powerful tool even for Web publishers that use an external organization to sell ad space. The software can also become a powerful tool for advertisers. Publishers can

give their advertisers password access to reports giving them up-to-the-minute data on the pageviews of their ads and the number of click-throughs to their site. Using the latter information advertisers can indulge in what Ann Burgraff, NetGravity's Director of Marketing, calls "online creative copy testing", by seeing which banner works best on a given page at generating click-throughs.

A yearly license for the NetGravity AdServer costs \$20,000, plus a share of advertising revenues. Larger publishers will probably want to negotiate a higher up-front payment in exchange for a lower revenue share.

**cnet:** the computer network has developed its own proprietary software which allows advertisers to deliver custom ad messages to different customers in real-time based on specific demographic information. The new technology, named **DREAM** (Delivery of Real-Time Electronic Advertising messages) is available to advertisers on **cnet** **online** (<http://www.cnet.com>) and **shareware.com** (<http://www.shareware.com>) and has been tested by Insight, Internet Shopping Network and MicroXperts. cnet's DREAM software allows advertisers the opportunity to filter choices for banner ad delivery based on information such as: zip code; system platform; connection speed; browser type; online service or access provider; domain; and home or office connection. cnet also offers its advertisers the use of its ARM (Advertising Response and Monitoring) software.

#### THE FIRST NETWORK DOES DOUBLECLICK.NET HAVE ALL THE ANSWERS?

Originally the Web ad sales arm of agency **Poppe Tyson, DoubleClick** was recently merged with the Internet Advertising Network (IAN), an Atlanta-based software developer, to form a new company, DoubleClick, Inc. (<http://www.doubleclick.net>) which claims to offer the "first comprehensive advertising buying network on the Internet". Kevin O'Connor, DoubleClick's CEO, says that the new organization will "overcome virtually every challenge faced by today's new media planner."

The company has created what it believes is the world's most comprehensive database of Internet user and organization profiles, which enables it to determine the operating system; location; organization name, type, revenue and size; and interests of the user (in fact data on the latter will only evolve...).

#### WEB MEDIA SALES & SERVICE ORGANIZATIONS

In addition to the publishers' own efforts, new sales organizations are being created in order to bridge the gap between the advertisers who want to purchase space and the publishers who want to sell it. These include:

##### ■ Real Media

(<http://www.realmedia.com>)

Web advertising services for newspapers and other publishers including: MediaExpress, which offers individual publishers the visibility and clout of an extensive network of Web sites; and AdStream, which offers advertisers a "one order-one bill-one check" Web ad planning and placement network.

##### ■ Focalink Communications

(<http://www.focalink.com>)

**SmartBanner** is intended to provide centralized advertising management, performance analysis and customized advertising messages. The service is currently being beta tested by ten major corporations, including Microsoft, Xerox, Intel, Saturn, Prudential, 3Com and Netscape. Services which Focalink offers include ad customization, based on the domain of the visitor to a site, and an analysis and comparison of the audiences which view an advertiser's message when placed on different sites.

##### ■ WebRep

(<http://www.wwwebrep.com>)

Sells space for sites with good editorial and regularly up-dated content receiving more than 100,000 hits per month and has signed up The McKinley Group's directory, Magellan. Commission arrangements vary between sites, in some cases WebRep guarantees the site a CPM based on the traffic that the site delivers (so that the site knows what its income will be for a given level of traffic). WebRep takes its cut by charging advertisers a higher CPM for the same pageviews.

##### ■ i-traffic (<http://www.i-traffic.com>)

Sees itself as online media planning specialist, and recently helped create the innovative online campaign for Duracell.

##### ■ SponsorNet (<http://www.sponsor.net>)

Calls itself a "Web media exchange," acts for both buyers and sellers of space. In particular, the organization offers smaller Web publishers the opportunity to create sponsored content.

##### ■ CyberSalesOne (<http://www.cybersalesone.com>)

Part of Crane Media Sales, has created "GolfOne", a network of 28 golf-related sites.

##### ■ Katz Millennium Marketing (<http://www.katzmedia.com>)

Recently created by Katz Media Group, Inc., this division represents Web sites, interactive television projects and online services. ■

## BigBook: a search tool for the real world

**BigBook (<http://www.bigbook.com>), launching in March, will challenge the telephone companies' cozy Yellow Pages monopoly and offer a genuinely added value service for Web users looking for real world destinations.**

Founded by Kris Hagerman, a former Silicon Graphics product manager and backed by strategic partnerships with Silicon Graphics and Informix, BigBook, Inc. is on a mission to put the Yellow Pages out of print and replace them with a product that will be of much greater assistance in helping the consumer make informed purchase decisions.

### CLEAR FUNCTIONALITY

It seems such a natural application for the Web: for users to be able to go online and search for a particular business or type of business and be able to obtain contact information for a convenient physical location. But it's one which has been under-exploited.

Many smaller businesses acknowledge their inability to attract Web users on their own and cluster together in online malls. But such malls lack comprehensiveness and, in most cases, the promotional budgets necessary to make Web users aware of their existence. In most cases the shopping mall analogy is false and these sites do not attract passing traffic.

To attract mass usership, search tools need to be comprehensive. To carry out a search a user will want to believe that "if it's there I'll find it."

### DO THE TELEPHONE COMPANIES HAVE THE WILL?

The natural providers of a comprehensive search service would appear to be the telephone companies, whose print Yellow Pages are most peoples' first port of call in searching for a business address. However, it is their success in print that may inhibit the Bell's online efforts. The Yellow Pages are highly profitable telephone companies, it is therefore not in their best interests to

encourage individuals to access this information for free over the Web. Telephone company Yellow Pages are available online, however they generally offer low utility. BigBook's Hagerman is dismissive of these offerings, describing them as "shovelware", and, he says he has evidence they attract little traffic.

### WHAT MAKES BIGBOOK DIFFERENT?

"We start with the same 11 million business listings as the other guys, the difference is in that we add," says Hagerman, comparing BigBook to other online Yellow Pages. In adding value to the basic product, the focus has been to maximize its usefulness to small business and consumers and BigBook offers a number of unique features which will appeal both to businesses and consumers. (See right.)

BigBook is working with a large number of companies in order to place as much of their contact info as possible online.

### ATTRACTING ADVERTISERS

BigBook will be free to users and home pages will be free to business, its revenues will come from advertising. For it to succeed, the site must succeed both in generating traffic and in offering advertisers the right kind of targeted media buys.

In addition to online promotion, BigBook will also use off-Web print promotion. Shortly after launch, BigBook expects to announce a partnership "with a top three search engine", to promote the "real world" search tool on a cyberspace search tool.

Many of BigBook's users will be people on a mission to purchase a good or service, making them particularly attractive prospects for advertisers. The fact that BigBook's users will tend to use it to search for a specific product or company in a particular geographical area, should make ad targeting much easier than for many other sites. Unlike the phone companies, BigBook has put all its data in a powerful relational database allowing it to provide a host of additional features

### BIGBOOK'S FEATURES

#### FOR BUSINESSES:

##### free home pages

BigBook offers every business in the United States its own home page (in a standardized format). The page is free, as is a hyperlink to a company's own Web site, if it has one (a service which some online Yellow Pages charge for). Businesses can also record a 30 second message which can be downloaded at their page by users with RealAudio.

#### FOR CONSUMERS:

##### content and features

**Sophisticated Searching:** Nationwide, street-level maps to allow geographical pin-pointing; the ability to use maps to precisely define the area of a search, and then to search by business type; and proximity searching, where the user is shown the location of the company or industry outlet nearest the geographical area specified by the search.

**Editorial Content:** BigBook will include content provided by third party reviewers, including hotel and restaurant ratings, and recommendations on shopping, entertainment and local points of interest. Contributors include Gayot Publications, publisher of the Gault Millau series of guidebooks to US cities, and Sasquatch Books, publisher of the "Best of" series for Northern California and the Pacific Northwest.

**Feedback Forum:** BigBook provides a forum for consumers to share their opinions on businesses and to rate services they have used on a one to five scale for three variables: price, quality and their willingness to recommend them to other users. Users may vote only once on a business and must register before voting.

**Customized Yellow Pages:** Users can customize BigBook by creating a "Personal Address Book," in which they can gather their most frequently used contacts in one place. They can also define a particular area, even down to particular city blocks, they wish BigBook to search every time they access the site.

for advertisers. And the site's creators say that they will be able to monitor its usage and deliver particular ads to particular users.

For BigBook, the US is just the start, with plans to include businesses in Canada and Mexico by mid-1996, and adding businesses in Europe, Asia and South America by the end of 1997. ■

## CPM: the lowest common denominator

CPMs are becoming the common currency of Web advertising, as more and more sites use them to quote sponsorship rates. "CPM," for the uninitiated, means "cost per thousand" and in Web media buying they refer to the price a Web publisher charges for every 1,000 pageviews that an advertiser's banner receives.

The use of the term "CPM" and its application to pageviews rather than other measures, such as click-throughs, raises some important issues including the comparability of the Web with other advertising media and the question of what advertisers really get when they advertise on the Web.

### THE NEED FOR COMPARABILITY

Markets need currencies in order to function and Web media buying is no exception. By quoting prices for advertising on a specific page for a specific length of time, without any explicit reference to the page's traffic, many Web sites place themselves at a disadvantage: their rates cannot be compared with those of other Web sites; and they cannot be compared with rates for other advertising media.

Pageview CPMs, which are explicitly traffic related, make it easier for buyers of adspace to compare prices. And the use of the term "CPM", which is used in other media such as print and TV, also gives media buyers and advertisers a sense that they are dealing in something which is essentially familiar.

### ARE PAGEVIEW CPMs THE RIGHT MEASURE?

This question usually leads to the debate on what Web advertising is about: is it about an advertiser getting Webbies to see its banner on a Web page; or is it about an advertiser getting the Webbie to see the banner, click-through to the advertiser's site and order a product or service (or at least be exposed to in-depth info on the advertiser and its products)? For Web advertising to be anything meaningful it must be about the latter rather than the former. Why then does

the medium deal in pageviews of banners, rather than click-throughs or actual product orders?

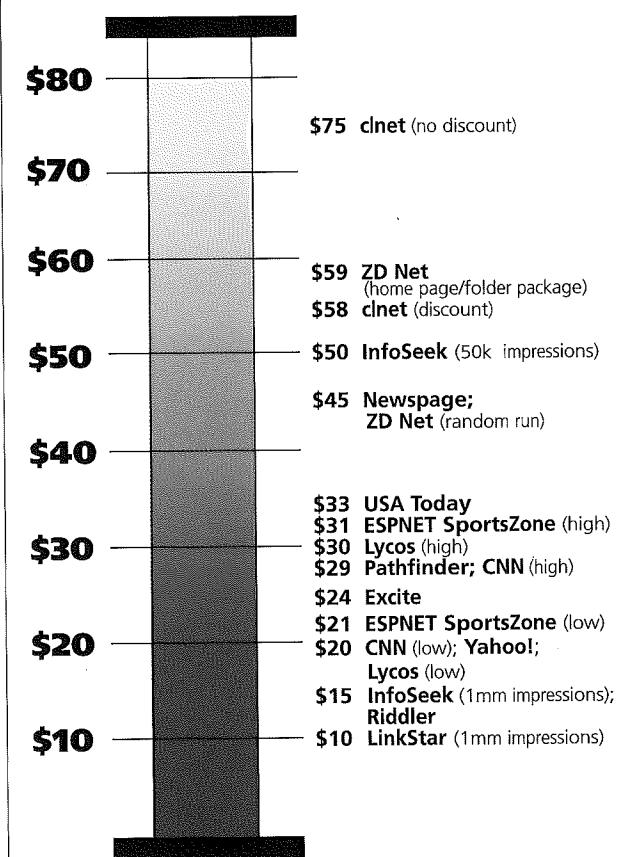
Whether or not a user orders a product from an advertiser is clearly not within a publisher's control and it would be inappropriate for the publisher to charge the advertiser based on this. Delivering click-throughs from publisher to advertiser is what effective media buying is all about, but is this entirely the responsibility of the publisher? The same page on a publisher's site may deliver many clicks through to one advertiser's site, while failing to deliver any to another advertiser. Is it the publisher's fault when an advertiser buys space on an inappropriate site?

### WHY NOT ALL PAGEVIEWS ARE OF EQUAL VALUE

An advertiser generally knows its customers and will want to target its banners at the most suitable Webbies. By focusing on these groups the advertiser is likely to generate the highest click-through rates. A publisher which is able to generate the audience the advertiser is after will be able to charge the advertiser a premium for pageviews on its site. While the pageview CPM will be higher, the cost to the advertiser per click-through may well be lower.

This is the reason why sites such as **cnet** (<http://www.cnet.com>) and **ZDNet** (<http://www.zdnet.com>), with their more focused traffic (in both

### INTERAD'S CPM BAROMETER



cases, of individuals with computer-related interests), can charge premium rate pageview CPMs compared with the search engines, such as **Lycos** (<http://www.lycos.com>) or **InfoSeek** (<http://www.infoseek.com>), with their general traffic of Web users.

The fact that pageview CPMs differ is proof that the potential for click-throughs is factored into the pricing and, far from being forgotten, is the main focus of Web advertising. One Web media sales organization, which claims to be able to match a specific Web site visitor with a specific ad, will insure that a visitor sees a specific ad no more than three times without clicking-through, based on the belief that if the user has not clicked-through by then, the chances that he will on subsequent viewing are remote and that without the chance of a click-through a pageview is of little, or even negative utility to the advertiser. ■

# S P O N S O R S H I P

## Where to advertise on the Web

**Sponsorship Opps** profiles new Web-based publications that offer potential advertising opportunities. To tell us about a new sponsorship opportunity mail interad@webtrack.com

### AllPolitics

**http://www.AllPolitics.com**

A Time/ CNN joint venture, AllPolitics aims to be the number one source for political news, analysis and commentary. Includes quizzes to test users' political knowledge.

### Citylink

**http://banzai.neosoft.com/citylink**

Citylink provides users with a starting point when accessing information about US states and cities. This site attracts tourists and relocators and is currently sponsored by Toys 'R Us.

### City.Net

**http://www.citynet.net**

Linked with the Excite search engine, CityNet is a guide to cities around the world, providing links to information on travel, entertainment, and local business.

### CNNfn: The Financial Network

**http://www.cnnfn.com**

A CNN site focusing exclusively on business news. The top business news stories, as well as advice on everything from running a business to managing investments.

### E!Online

**http://www.eonline.com**

A soon-to-be-launched cnet/ E! joint venture, E!Online will provide up-to-the-minute entertainment news, the latest Hollywood gossip, and interactive movie and TV reviews.

### ElectionLine

**http://www.electionline.com**

Campaign '96 hits the Web. The site, developed by ABC, The Washington Post and Newsweek, includes general political news, opinions and candidate's issues.

### Happy Puppy

**http://happypuppy.com**

This games onramp with 33,000 original users per day was recently acquired by ESPN founder Bill Rasmussen who plans to include advertising starting in March.

### Hollywood Online

**http://www.hollywood.com**

A Times Mirror Web site with an online store, movie talk message boards and online conferencing, Hollywood Online offers a user base skewed towards younger, educated individuals who purchase entertainment and technology products.

### I-Guide

**http://www.iguide.com**

This Internet directory is an MCI/ News Corp. joint venture, containing 16,000 ranked and reviewed Web sites in 16 different categories.

### Intellicast

**http://www.intellicast.com**

This online guide to weather and skiing information from NBC News, currently contains advertising from Chrysler and Pepsi.

### Linkstar

**http://www.linkstar.com**

A tool for locating listed individuals and companies via an e-card system. Charter advertisers include cnet and Starting Point.

### LivingHome

**http://www.livinghome.com/**

An online magazine offering information related to homes and gardens.

### NetNoir

**http://www.netnoir.com**

An site devoted to African-American themes and issues which offers corporate sponsorships.

### NASCAR Online

**http://www.nascar.com**

The official site of the National Association of Stock Car Auto Racing is brought to the Web by NASCAR and Starwave.

### NBA Official Site

**http://www.nba.com**

A site tied to the 96 All-Star Game. Schick sponsors the "Rookie Report" featuring content about NBA rookies and the Schick Rookie Game. Another Starwave production.

### NBC

**http://www.nbc.com**

The home for NBC in cyberspace is offering charter sponsorship opportunities.

### New Jersey Online

**http://www.nj.com**

A regional online service that contains NJ related information, as well as general newspaper content such as business and sports information.

### Nuke

**http://www.nuke.com**

NUKE InterNETWORK contains up-to-date information on video games, computer games, movies, television, comics and cards and is sponsored by Electronic Gaming Monthly.

### Runner's World Magazine

**http://www.runnersworld.com**

The Honda-sponsored online version of Runner's World Magazine.

### Sportsline USA

**http://www.sportsline.com**

This leading online service for sports information, entertainment and merchandising has recently announced that it will offer content sponsorship opportunities for the service's many areas.

### Wall Street City

**http://www.wallstreetcity.com**

Designed to be the first stop on the Internet for users of real-time quotes, financial markets information, and product news and data.

**Each month, we profile new Web sites and those with significant content changes that are of import to marketers. Site Watch overs new sites and substantially changed sites for companies that spend more than \$0.5 million a year on traditional advertising. (Sites are new unless noted.)**

## LEADING CORPORATE ADVERTISERS

### BUSINESS & FINANCIAL SERVICES

#### American Express Company <http://www.americanexpress.com>

A well thought out corporate site, weighty with good content and superior graphics. Proof that the heavy hitters can go beyond the online brochure mode and produce an outstanding Web site. Provides access to the American Express University, a site devoted to student cardmembers.

#### Bank of America <http://www.BankAmerica.com>

From 1995 earnings statements to the "money tip of the day" and online credit card and loan applications, Bank of America puts up a nice looking site that's more than just another pretty face. A wealth of useful info and features (including economic data) that adds up to good use of the Web as a business medium.

#### ITT Hartford Life Assurance <http://www.itthartford.com/retire>

Check out the new "Retirement Time Machine" where you can find useful info on how to plan for the inevitable, including a selection of fund reports.

#### Merrill Lynch <http://www.merrill-lynch.ml.com>

"Journey to Financial Success" on Merrill Lynch's new Internet site. Start at the Investor Learning Center, where you'll learn investment basics, then check out Personal Finance Center. Or stop in at the Business Planning Center and find out how to plan for the financial challenges that every company faces. And in the Financial News & Research Center, you'll get a glimpse of some of the news and research that is invaluable to the smart investor, including snapshots of key market indicators to see what's happening

right now in world investment markets.

### COMPUTERS & ELECTRONICS

#### GTE Corp. <http://www.gte.com>

Currently in a public "beta" test and to be officially unveiled in the near future, the site looks ready for general consumption now.

#### Hitachi America Ltd. <http://www.cmg.hitachi.com>

Hitachi's online "Viewseum" showcases Hitachi's exclusive Digital Image System (DIS). More "bleeding edge" technology here. Worth the download time.

#### Hughes Electronics Corporation <http://www.hughes.com>

Straightforward site with detailed info about Hughes' various divisions—Hughes Aircraft, Hughes Telecommunications and Space, Hughes Network Systems, DirecTV, Delco Electronics—as well as additional garden-variety information about employment opportunities and the like.

#### Panasonic Interactive Media <http://www.panasonic.com/cool>

Info on the latest cool software at this site for the Matsushita Electric Corp. of America subsidiary.

#### Pentax <http://www.pentax.com>

Whether you're shopping for a new camera or looking to improve your shooting skills, Pentax invites you to check out its site. Features a wealth of resources for the photographer (What Camera Is Right For Me, Warranty Information, Pentax University) and investor (What's New at Pentax Corporation, Press Releases) alike.

#### Wang Laboratories, Inc. <http://www.wang.com>

Straightforward site with standard corporate info (What's New, About Wang, Services, Support, Software, and Employment Opportunities.)

### CONSUMER GOODS

#### Brown-Forman Corporation <http://www.brown-forman.com>

The 125 year-old Brown-Forman Corporation shows that you can teach an old dog new tricks with this simple (yet not simplistic) and understated

site. It presents a wealth of product and investor information in a clear, concise and useful fashion. An excellent example of how the Web can be used to communicate effectively with employees, customers and investors.

**Coca-Cola Company**  
<http://www.dietcoke.com/friends>  
The diet Coke and "Friends" Website. Features the ubiquitous spokespeople of the moment in a promotional tie-in revolving around which of the show's characters—Chandler, Joey, Monica, Phoebe, Rachel or Ross—will drink diet coke. Play the game and you'll have a chance to win one of thousands of cool prizes or an exclusive trip to the filming of "Friends."

**Colgate-Palmolive Company**  
<http://www.colgate.com>  
Well-designed and featuring the usual corporate info. Kids are invited to enter Colgate Kids World and "have fun while learning to take care of your teeth." After discovering the secret password they can join up and will find games, stories and other fun stuff, including a tour of the world which visits Australia, Thailand, Brazil and Kenya. Kids who've lost a tooth can visit a special location to get a message from the Tooth Wizard.

**Gerber Products Company**  
<http://www.gerber.com>  
Product and corporate information from the well known manufacturer of baby food which proclaims that "Babies are our Business."

**Mars, Incorporated**  
<http://www.baking.m-ms.com>  
"Welcome to brighter baking" with M&M's Chocolate Mini Baking Bits. The site includes features like a free recipe booklet; a recipe of the month; helpful hints for successful baking; cool links; a tour of M&M's manufacturing process, and an FAQ page to answer M&M-related questions.

**Molson Breweries**  
<http://Molson.Slurp.com>  
"Molson Rocks The Mountain" is a promotional site for a series of ski-related competitions sponsored by the Canadian brewer, with prizes from T-shirts to several "Grand Prizes." Contests run through March and are mostly located on the East Coast.

## **Ortho On-Line**

**<http://www.ortho.com>**

Ortho offers gardening products. The site includes general tips about yard care as well as product info.

## **Schick Razors**

**<http://www.schick.com>**

Schick, a division of Warner-Lambert, has produced a multifaceted, online commercial for the Schick Tracer FX, with thematic tie-ins to several of Schick's current print and TV ad campaigns like the Schick Shaving Woman and the Schick NBA Rookie of the Month. A neat site, but not for the slight of bandwidth, it's updated weekly.

### **ENTERTAINMENT & MEDIA**

## **A&E**

**<http://www.aetv.com>**

Contains mostly detailed programming information (specials, TV listings, etc.). While you're there, drop in to the A&E Store and pick up your favorite A&E videotapes, laser disks, books and other related highbrow paraphernalia.

## **Discovery Channel Multimedia**

**<http://multimedia.discovery.com>**

Contains information about the Discovery Channel's line of multimedia products, including entertaining and educational software for children; content-rich CD-ROMs for hobbyists and information-seekers; and challenging puzzles for hard-core gamers.

## **Warner Brothers**

**<http://www.warnerbros.com>**

A hub-site in cyberspace for Warner Brothers, with links to several other major divisions of the WB empire, including Warner Brothers Movies, Warner Brothers Music, Warner Brothers Studio Stores, DC Comics and Warner Brothers Kids. Several notches above your run-of-the-mill corporate site, this locale is well designed, innovative and fun. Check out the "Send a RealAudio Web Card to a friend" feature, if you don't believe us.

### **MANUFACTURING & INDUSTRIAL**

## **Alfa Romeo**

**<http://www.alfaromeo.de>**

The Alfa Romeo homepage in Deutschland.

## **Black & Decker**

**<http://www.bdhome.com>**

Power tool heaven on the Internet. Not your basic product site. Lots of useful information, including tips about home improvements as well as descriptions of the latest Black & Decker household, home improvement and outdoor products. If you're prepared to share your ultimate coffee experience you could win a Black & Decker Espresso/Cappuccino Maker.

## **General Motors**

**<http://www.gm.com>**

You'll need to "plug-in" and play at GM's Web hub (assembled by EDS and CKS Interactive) which uses audio, Quicktime video, virtual reality and Macromedia's Shockwave animation. The site claims more than 16,000 separate page and an amazing 98,000 links. GM's various marques offer differing attractors: at Buick, customers can configure and price a new car; Cadillac's pages link to dealers' Web sites; visitors to Chevrolet can calculate loan and lease payments with GMAC; and at Saturn, visitors will soon be able to browse the used car inventories at local dealers.

### **PHARMACEUTICALS & HEALTHCARE**

## **Tambrands, Inc.**

**<http://tampax.com>**

Tampax.com is a subtle yet informative site featuring information on feminine hygiene and toxic shock syndrome, and a space called "Troom.com," with fun stuff designed to appeal to young female visitors.

### **RETAILING**

## **Columbia House Music Club**

**<http://www.columbiahouse.com>**

Welcome to "the biggest music Club in the world!" A site with tons of functionality. Search the complete Columbia House Music Club catalog and place an order online; fill out an online membership application, or download a sound clip.

## **Kinko's**

**<http://www.kinkos.com>**

"The new way to office." Kudos definitely in order for any site that's available in 11 languages. The info includes a Kinko's outlet finder, a products and services guide, and a changing series of contests---a free Apple QuickTake digital camera and other Apple products were up for grabs when we stopped by.

## **Lands' End**

**<http://www.landsend.com>**

Online presence of the noted Dodgeville, WI mail order company. Appropriately, the site features online ordering for visitors using Netscape Navigator browsers.

## **Little Caesars**

**[http://pages.prodigy.com/  
LittleCaesars/](http://pages.prodigy.com/LittleCaesars/)**

Pizza Pizza's Website Website. A well done (if somewhat unfinished) site that includes useful, consumer oriented stuff like a "Coupons! Coupons!" section and menu/price list, as well as fun, Web-oriented goodies, like a Caesars Links page—100's of links to hot sites on the Web. Don't forget to download the Little Caesars guy saying "Delivery! Delivery!" when you stop by.

## **May Department Stores Co.**

**<http://www.maycompany.com>**

From the \$12.5 billion dollar retailer, with eight regional department store divisions (including Lord & Taylor, Filene's, and Payless Shoesource), a surprisingly sparse Web site, featuring general information about May's stores numbers and sales figures, as well as selection of current news releases.

## **Neiman Marcus**

**<http://www.neimanmarcus.com>**

A plain vanilla site with a Neiman Marcus history, information on current fashion trends, and a store locator.

## **Pier 1 Imports**

**<http://www.pier1.com>**

Another retailer that forgets about the potential for online ordering and interactive product catalogs and settles for the standard corporate info route. The only usable function is a store locator function.

### **TRAVEL**

## **Qantas Airways**

**<http://www.qantas.com.au>**

Nice graphics, but no reservations on this site for the fastest way to the land down under.

## **Value Rent-A-Car**

**<http://www.go-value.com>**

The ValueNet site features standard ingredients, including a locations guide and options for making reservations.

(in fact data on the latter will only evolve... over time, see below). Using this data advertising can be targeted so that (1) the advertiser can select from a wide range of criteria in order to define its target audience; and (2) when a user accesses one of the wide range of Web sites represented by doubleclick.net, the system dynamically displays the ad which best matches the user's, or his organization's, profile.

doubleclick.net's faith in its database is illustrated by the claim that after a user has been shown the same ad banner three times and has failed to click-through, he will not be shown it again. (Evidence suggests that after three viewings and no response, the chances that a subsequent viewing will provoke one are minimal.)

**Web publishers** that want to display doubleclick.net ads must first join.

Registration fees are waived for sites joining before March 31st, 1996 but thereafter it will cost \$995. After signing on sites make a small change to the HTML pages on which they wish to include doubleclick.net ads. doubleclick.net does not require exclusivity from the sites it represents, publishers can keep their existing advertising and simply make available those pages which they haven't sold.

**Web advertisers** register with doubleclick.net and create one or more target audience profiles, the system

then forecasts the number of impressions available which meet the criteria and the total cost of the ad campaign. Advertisers can control the type of sites which will display their ads and can set an upper limit on the number of impressions, so as not to run over budget. When network goes live, it will even be possible for advertisers to place advertising online "live" from the doubleclick.net site.

doubleclick.net will be able to offer advertisers an enormous number of package options.

CPMs are likely to range from around \$15, for competitively-priced general packages, up to \$55 for tightly targeted packages. doubleclick.net will take a share of the revenues of member publishers--a lower share in the case of major charter sites which will act as the network's "anchor tenants", and a higher share for others.

A number of sites are currently participating in a beta test and the network is expected to go live in early April. Thus far, over 100 sites have expressed interest in joining what is set to

become the first "network" of advertising-supported Web sites. Rival networks seem set to follow, although O'Connor believes doubleclick.net has

a head start of at least six months on potential rivals. O'Connor is so confident of the appeal of "networks" to advertisers, that he predicts that within 12 months they will account for 75% of all Web media buying.

By making ad buying so much easier for advertisers, networks seem sure to increase the Web's appeal and their likely ability to package disparate collec-

tions of Web pages into something salable will be a boon to Web publishers large and small.

In the short term, doubleclick.net seems likely to become a powerful force, although the open ended nature of the Web will ensure that rival networks emerge to tempt advertisers with alternative packages. What doubleclick.net cannot do is to bring visitors to the sites that join, it will be up to the publishers themselves to promote themselves, but the ones that succeed are likely to benefit from its efforts. ■

## INTERAD MONTHLY ONLINE

For online access to a live version of InterAd, go to <http://www.webtrack.com/interad/interad.html> and click on the "Subscribers" button. Enter your user name and password. Your user name, which is unique and should only be used by you, comprises three digits and three letters and can be found next to the letters "UID" on the address label affixed to the bottom of this page. Your password changes monthly.

**The password for February is "essex".** Your user name and latest password will allow you online access to all issues since you started your subscription. Contact WebTrack if you would like to access issues from before your subscription started. ■

## SPRINGBOARD

To suggest a link for Springboard, send email to [interad@webtrack.com](mailto:interad@webtrack.com) with a re: line of "Springboard".

### CyberAtlas

<http://www.cyberatlas.com>

Feeling a bit lost in cyberspace? Then check out this site with its useful Web marketing info and links. We're not just recommending it because they quote our stats!

### FitzGerald Communications

<http://www.fitzgerald.com>

A fun site for this PR agency and its new subsidiary, FitzGerald Interactive. Net censorship seriously irks these guys and, yes, the home page is black.

### MarketPlace

<http://www.mktplace.com>

The Internet Resources Center, from the MarketPlace Information Corp., is intended to provide marketers with the ability to analyze the market potential of a business; identify potential new markets; make business to business performance comparisons; analyze sales territories; and locate marketing-support services. The site contains lots of useful marketing data.

### The Martin Agency

<http://www.martinagency.com>

A recipient of a PointCom "Top 5%" award, the site of the "Virginia is for Lovers" agency contains plenty of marketing links and stuff about the "V-Space" - that's Virginia to you terrestrials. ■

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